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Dragons Den Start Your Own Business From Idea To Income

Ever dreamed of opening a coffee or tea shop? If you are an coffee shop entrepreneur in the making, this book will show you how. We cover every aspect of setting up a coffee or tea shop and break the process down step-by-step so you can make your business a

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success. You might think the market's dominated by corporate coffee house chains - you'd be wrong! Independent coffee and tea shops are still thriving, and you can join them. We guide you through raising finance, testing your idea, analysing your competitors and getting up and running to ensure your business succeeds. Starting Your Own Coffee or Tea Shop is crammed with profiles, tips and real-life advice from the founders of

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extremely successful coffee and tea shops, including Costa Coffee, Betty's Tea Shop and some award-winning independents around the UK; so you can learn from the best. Written in conjunction with the UK's most popular website for small business, Startups.co.uk, the information is quality, easy to understand and accurate. Startups.co.uk helps over 150,000 people every month to start their businesses. It is the UK's most

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popular website for small business owners and helps you start up and run your own business.

All the expertise and proven benefits of one-to-one time with a professional career coach, but for a fraction of the price. Take control of your career, improve your employability, identify your unique brand and skill set and fast track your career to the next level. Includes a full, detailed career analysis using the latest career

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management techniques, together with expert guidance and advice, this will allow you to pinpoint your personal strengths, develop your abilities and take control so you can build a plan that will make your career aspirations a reality. This practical, friendly and accessible guide includes assessments, assignments, planning exercises and fascinating case-studies. This is the book that budding entrepreneurs everywhere have been

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waiting for. Dragon's Den star Peter Jones will demonstrate how anyone can become successful - you just need guts, determination and ideas. In Tycoon, Peter offers his personal insight into the qualities and skills he believes every successful entrepreneur possesses. His Ten Golden Rules provide key building blocks for turning your ideas into successful businesses. He shows how to road test your ideas, create momentum behind a project,

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inject investors with enthusiasm for your ideas, and how to have the courage to risk failing in order to see your vision become a money-spinning reality.

A hugely inspiring book - it's the ultimate guide to thinking like a millionaire and becoming one.

"It is possible to have the job of your dreams. Together we are going to set about getting you there. Before I joined the BBC's Dragons' Den, I spent thirty years setting up and running

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recruitment companies, placing hundreds of thousands of candidates in the jobs they really wanted. I will take you through the process step by step. How to stay positive in a difficult economic climate and find the right opportunities. How to package yourself to make sure you secure an interview. The vital importance of preparation, so that you are relaxed and give a great performance at interview. How to show your passion, and ask the perfect

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questions. And finally, how to use your power by closing the best deal on a job offer. At every stage I will help you rethink the traditional, formulaic approach to job hunting. It's the detail that makes the difference. This book is not about hoping you get lucky. It is about creating your own luck."

James Caan

The Wealthy Barber

Expert Advice from the Star of Dragons'
Den

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The Real Deal Everyday Entrepreneurs Persuasion Common Sense Rules The Dragons' Den Guide to Assessing Your Business Concept

With no technical jargon or stuffy charts and structures, but in clear concise English, this book provides good sound advice from someone who has spent forty years starting up and running businesses.

After dropping out of school at just sixteen, James Caan started his business life in a broom cupboard with no

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qualifications and two pieces of fatherly wisdom: 'observe the masses and do the opposite' and 'always look for opportunities where both parties benefit'. Armed with this advice, natural charm and the Yellow Pages, he built a market-leading business with a turnover of £130 million and swiftly became one of Britain's most successful entrepreneurs. From Caan's childhood as a Pakistani immigrant to the phenomenal success of his first company and beyond, *The Real Deal* traces both his financial and personal achievements. It offers a frank account of what success at thirty really signifies and brings us right up to the present, including his impact on Dragons' Den and what his charity work, from saving a hospital in London to building a school in Lahore, means to him. Ultimately, it is a story of

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learning what money is really worth, told by one the country's most insightful businessmen.

How to assess your business concept's potential to win customers The Dragons' Den Guide to Assessing Your Business Concepts is designed to help entrepreneurs assess whether they actually have a market for their business concept. Before anyone invests valuable time and resources to a slow-growth or no-growth business idea, this step-by-step approach will allow entrepreneurs to test an idea in an unflinching, reality-based way. Case studies sourced from Canada and the US and stories from entrepreneurs who appeared on the Dragons' Den TV show, where entrepreneurs pitch their ideas to millionaires willing to invest their cash, will illustrate the

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key ideas and themes. Helps entrepreneurs face reality before they let their dreams lead them into a losing battle for market share Encourages readers to focus heavily on assessing their market first, before they invest valuable time and resources in a slow-growth or no-growth business idea Prepare yourself to do battle in a difficult marketplace. Assess your potential customers and measure your concept against reality. The Dragon's Den Guide shows you the way.

Classic rags-to-riches story by entrepreneur and Dragons' Den star Theo Paphitis Theo Paphitis is the outspoken and charismatic star of Dragons' Den who has turned round a string of household names, from Ryman to La Senza, in a high-profile business career that has brought him millions. Now, in

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his revealing and controversial memoir, he not only takes the reader behind the scenes on Dragons' Den, he explains how he made his fortune. He also provides a masterclass in business methods that will enable anyone who reads this book to learn so much about how they too can improve their business. In the book, Theo recalls how his family moved to England from Cyprus and how as a poor immigrant, he took whatever jobs he could, starting as a tea boy for Lloyd's. There he began to take the first steps on a career that would net him a fortune. He reveals the methods that took him to the top, and also provides some fascinating insight into the national game from his spell as chairman of Millwall FC. But, above all, this is a book that will provide all readers with the opportunity to learn from one

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of the nation's most successful businessmen and put his ideas into practice.

Dragons' Den

Get The Job You Really Want

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The Jargon-Free Guide for Creative Entrepreneurs

A Business Dragon's Guide to Success

Cold Hard Truth

The Essential Guide to Finding the Job That's Right for You

Start your own business, be your own boss and still get change from £100. This friendly, step-by-step guide will show you how you can live your small business dreams. Covering everything you need to know about making

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your idea a reality you'll finally be able to stop dreaming, and start doing - and all for less than £100.

Nine out of ten businesses do not survive the five year milestone What are the secrets that contribute to entrepreneurial success? David Knight (CEO the Executive Solution and award winning entrepreneur) is the author of the hit book YES YOU CAN START YOUR OWN BUSINESS and delivers time and time again in taking the reader through an easy to read guide through the process of starting up your own business. Knights unique guide is written in a way which feels like the reader embarks on a business journey with a friend guiding you through each step in a down to earth fun filled read of a book. I certainly think this will be a

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valuable guide to business start up and congratulate David Knight on it Vincent Cable MP Shadow Chancellor of the Exchequer

www.yesyoucanstartyourownbusiness.com

www.theexecutivesolution.co.uk

This book is an invaluable resource for any creative with a great business idea. Starting your own business does not need to be a complicated and daunting process and serial entrepreneur, Dragon's Den investor and business educator Doug Richard, shows you how. He sets out a ten-point plan teaching creatives how to shape their startup business into a success. Written in plain English, without the dense text and technical jargon of other business books, and illustrated with visual cues to help

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the message stick, Doug's practical advice is accessible to all. Real-life case studies are interspersed throughout from successful creative startups that include, Tatty Devine, Paul Smith, Time Out and LoveFilm, which expand upon the theory and bring it to life. In 10 chapters, Doug asks the fundamental questions any aspiring creative entrepreneur must answer. By following the questions from start to finish, and working through the get your hands dirty activities, you will get the theory first and then apply that theory in a practical way to the real world and your own business. By the time you reach the last question, you will have the foundation of a very solid creative business. You will answer: What do we do or need that people need or want? Who is our customer?

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Who is our competition? What is our pricing model? And more! Doug walks you through the process for researching, answering and, ultimately, overcoming the challenges posed by these questions for your own business plan. Whether you are passionate about craft, design, advertising, antiques, film and video, music, performing arts, or any other creative field, this fantastic guide will help you start your business today!

This book is perfect for anyone looking at business and entrepreneurship. It is ideal for anyone with an interest in business and anyone who has aspirations to start their own business—outlining key principles of the entrepreneurial adventure and the business world, bringing it to life using case studies. Within this text you

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will find useful and practical information about business and entrepreneurship. The author provides a robust understanding of the theory and real-world implications of running a successful business. James also describes and explains the whole process from understanding the implications and risks, the start-up stage through to future expansion. He clearly demonstrates that if you consistently follow the good business habits and practices that are described in this book, you really can achieve entrepreneurial success and the opportunities that come with it.

Anyone Can Do It

You Can Get It If You Really Want

The Dragons' Den Guide to Investor-Ready Business

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Plans

The Common Sense Guide to Successful Financial Planning

How to start a successful coffee and tea shop

Start Your Own Coffee and Tea Shop

Secrets of a Serial Entrepreneur

Lessons in business success from the newest Dragon in town You no longer have to enter the Dragon' Den to get expert startup advice.

In Secrets of a Serial Entrepreneur, Shaf Rasul distils his vast experience and knowledge into a practical business startup guide that takes you smoothly and successfully from idea to exit. Are you in?

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With tips and advice from Shaf, as well as examples and anecdotes from inside and outside the den, you'll discover exactly what it takes to be a successful entrepreneur. From starting up to buying and selling, from business plans to number crunching, Secrets of a Serial Entrepreneur shows you how to do it right first time. You'll find out: If you've got what it takes to be an entrepreneur How to set up and manage a business with confidence How to make a business profitable - fast Ten key things to know about finance How to be quick on your feet and beat the rest How to hire and manage the right people

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When and how to exit - and how to spot your next opportunity Who's the Man? Frequently featured in The Sunday Times Rich List, Shaf Rasul made his fortune in IT, property and asset management. In 2008 he was 19th in a Management Today survey of the UK's top 100 entrepreneurs and is one of the UK's most successful entrepreneurs under the age of 40. He co-presents the BBC's Dragons' Den spin off, Dragon's Den Online, an internet and mainstream TV phenomenon. "Shaf really knows his stuff - if you believe in your business, and want it to succeed, then read this book."

-Kavita Oberoi, Founder of Oberoi Consulting

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and star of Channel 4's The Secret Millionaire "Seriously good advice for would-be entrepreneurs and those already in business, Shaf's 'tricks of the trade' tell you to do things properly - and this book shows you how." -Professor Sara Carter, head of Department, Hunter Centre for Entrepreneurship, Strathclyde Business School

"Shaf has never hidden behind tired old clichés or business jargon - he's a straight-talking tycoon who tells people openly and honestly how to become a success in the cut-throat business world." -Matt Bendoris, The Scottish Sun

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At thirty-one, Arlene Dickinson found herself stranded. Recently divorced, she had only a high school diploma, no savings and no clue how she was going to feed four young children. But just one year later, she was a partner in Venture Communications. Ten years on, she was CEO, poised to grow the business into one of Canada's largest independently owned marketing firms. Today, as a co-star of the CBC hit Dragons' Den, she is one of the country's most sought-after female entrepreneurs. The secret of her journey from poverty to the corner office? The art of persuasion. Blending her own frank stories

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with compelling social science, she explains how to persuade both in the boardroom and in everyday life: the crucial importance of a particular kind of listening; how to get people to buy into your ideas; how to attract followers and deal with naysayers; the art of storytelling; how to turn mistakes to your advantage; and how to seize opportunities where others see only roadblocks.

A guide to starting and sustaining creativity-based businesses—from culinary to crafting to film to fashion and beyond. Many “creative types” don’t think they’re cut out for business—but Doug Richard, founder of School

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for Creative Startups, believes entrepreneurs are made, not born. In this user-friendly guide he shows how artists, chefs, designers, musicians, and others can turn their hobbies and passions into sustainable lifestyle businesses. Based on a unique ten-question formula, the book provides comprehensive start-up business advice in jargon-free style, brought to life with real-life case studies from a range of creative start-ups—and online resources that help you to develop your own business goals and plans. “This book helps debunk the myth that creative people and business don’t mix.”

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-James Boardwell, cofounder, Folksy
Time Away from the Norm is a self-inspired guide for those of you experiencing time off work, and are looking for ideas and inspiration to help manage your time, and enable you to cope and deal successfully. It is brimming with useful advice and stimulation for ensuring that you make good use of your time off and gain some valuable experiences and insight along the way. Work tends to occupy a third of our daily lives, so to suddenly have all of this extra time available can come as quite a shock, and be a difficult and emotional time for some. This

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guide addresses these issues and bases itself on the concept of creating a new routine; a new Norm, an exciting Norm. By unleashing your inner being and helping to discover a whole new you, this Norm will help you get by when your usual Norm is temporarily out of bounds. The guide is aimed primarily at those who have been signed off work, but can just as easily be applicable to all types of people experiencing Time Away from the Norm: graduates, school leavers, pensioners, contractors, freelancers, the post-op as well as those who are job-hunting, on maternity leave or have been made redundant this is the

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ultimate guide in helping you get started and seeing your time off through to the end.

Driven

Be your own boss on a budget

How to Start a Creative Business

A Sugar-free, Dragon-slaying start-up guide for the simple small business

How To Start a Creative Business

On Business, Money & Life

Start Your Business, Transform Your Life

Dragons' Den Start Your Own Business - From Idea to Income HarperCollins UK

Brought to you by the UK's leading small business

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website If you're looking for a practical guide to help you start a business, this is the book for you. Covering each stage of starting up - from evaluating your business idea to marketing your product or service - this annually updated handbook includes the latest information on support and legal regulations for small businesses, plus advice on taking advantage of today's economic conditions. Whether you're looking to start up a cleaning business, set up as a freelancer, go into property development or start an eBay venture, you'll uncover the expert advice you need to succeed. Inside you'll find practical pointers and first-hand business insight from successful start-ups and top entrepreneurs. Find out how

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to: Turn an idea into a viable business
Write an effective business plan
Raise finance for your start-up
Deal with regulations and laws
Price products or services competitively
Find and retain customers
Market your business on a budget
Hire the best employees

This invaluable glossary of terms can be used alongside Doug's brilliant new book, *How to Start a Creative Business*, a must-have for any creative-type wanting to start their own venture. This glossary of terms provides you with the basic tools for starting a sustainable, viable, creative business. It shows you that the 'business terms' that you need to know for your creative business do not have to be scary or confusing, they are all easy to

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understand and will be invaluable for setting up your business.

Kevin O ' Leary shares invaluable secrets on entrepreneurship, business, money and life. Can you make millions just by “ visualizing yourself rich ” as some business prophets suggest? Don ' t buy it, says Kevin O ' Leary. If you want to be a successful entrepreneur and amass wealth, you ' re going to have to work for it. But the good news is: with the right guidance, focus and perseverance, you can turn entrepreneurial vision into lucrative reality and have the personal freedom that only wealth can buy. Kevin O ' Leary would know. The much-

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show Dragons ' Den (and Shark Tank in the U.S.) started his company in his basement with a \$10,000 loan from his financially savvy mother. A few years later, Kevin sold that company for more than four billion dollars. In this compelling, candid and, above all else, brutally honest business memoir, Kevin provides engaging, practical advice and lessons that will give anyone a distinct competitive edge.

Start Your Own Business with Eyes Wide Open

Enter the Dragon

Rekindling the Creative Fire in Your Shadow

How to Succeed in Business and in Life

How to Launch and Grow a Business from Concept to

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Cash

Start Your Own Business 2012

A New Approach to Changing Minds

Using our time more effectively is the single best way to seize an advantage and change our lives for good. Time - unlike money, opportunity or good looks - is the one resource that is allocated equally to all of us. No matter what our financial or family situation, we each get 24 hours a day. In the practical and straightforward style to which his DRAGONS' DEN

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contestants are accustomed, Duncan Bannatyne explains how we can make the most of our time to get the most from our lives, not just our working day. What do you really want to do with your life? This book will help you identify the goals and aspirations that really matter to you so that you can make them happen. It will give you the confidence to make your ambitions a reality, and teach you how to focus on the things that count. In a series of short chapters, illustrated with

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examples from his extraordinary career in business, Duncan will show you how to make quicker, better decisions and how to make things happen - fast. Duncan knows more than most about what can be achieved in a day, a year and a lifetime, and in this book he shares how you can achieve your ideal work/life balance
A practical guide to starting your own successful business, complete with examples and case studies from popular BBC show Dragons' Den.

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If you want to start your own airline, this book isn't for you. This is the business book for everyone tired of being told they have to have the next big thing in order to make a living running their own firm. It's the down-to-earth, insider's guide to starting a great business that thrives - without having to takeover the world. Or dance to Lord Sugar's tune. Ir go cap-in-hand to the Dragons. Author and business advisor Ken Horn has helped thousands of people to be a success

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running their own business, reaching freedom and financial security not by winning the Big Business Idea Lottery but simply through delivering traditional services in existing markets. Bringing a master's knowledge of the ins and outs of starting and running a successful small business, Ken: - strips away the mystery surrounding starting your own business - packages up the common challenges of starting up and helps readers tackle them - cuts through the information

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overload and provides only what you really need to know to launch a small business - reveals in what order to best tackle things and what can be left till later or ignored entirely. He also uncovers a whole host of secret shortcuts that are too easily missed - especially when it comes to sales and marketing. Straight-talking, bursting with examples, packed with inspiration - and promising not to waste a minute of your time - this book is like having a top business mentor

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on hand throughout your start-up journey. Get going now!

Duncan Bannatyne reveals how to set up a business and make it a great success. Having started out with ice cream van, he knows exactly how it can be done - and how to avoid the pitfalls along the way. In a series of clear and easy-to-follow chapters, Duncan removes the barriers to getting started as an entrepreneur, and helps to plan a way forward through those potentially difficult early days. He

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shows that there is no substitute for hard work, and insists that you must be completely honest with yourself about your own strengths and weaknesses if you are to succeed. He outlines the key attributes you will need and how you can develop them to achieve your dreams. Backed with fascinating examples from his own career and case studies from a wide range of other entrepreneurs, this book provides the perfect wake-up call for you to change your life for the better.

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***How To Be a Million Pound Mum
Shark Tank Jump Start Your Business
The Jargon-free Guide for Creative
Entrepreneurs***

***By Starting Your Own Business
Dancing in the Dragon's Den
The toolkit you need to build the career
you want***

You Can Get It If You Really Want, by Levi Roots, the man behind the Reggae Reggae Sauce empire and hero of BBC's 'Dragons' Den', is a business book brimming with positivity. In

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this inspirational and upbeat book, Levi provides essential tips and advice for successful business start-ups whatever your idea and wherever your starting point might be. This book includes informative and practical advice as well as Levi's personal anecdotes of his success and the lessons he learned from his mistakes. Levi's experience and passion for his message shines through every chapter. Additionally, the book includes personal insights from Peter Jones (Levi's own Dragon) and many other entrepreneurs and captains of industry. You Can Get It If You Really Want also includes Levi's Top 10 Rules for the Roots of Business Success - together with an array of business tools to slay the dragons waiting in the world of start-ups.

Deborah Meaden is known to millions for her straight-talking, no-nonsense approach on BBC2's Dragons' Den, and in

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Common Sense Rules she shares insights and observations gleaned from a life lived in business. Some of them come from witnessing the successes - and the failures - of others. Many more, though, are drawn from her own business ventures. She shows, for example, how an early stint in a holiday park gave her a crash course in customer relations. She frankly and honestly analyses why her first enterprise, which started so promisingly, turned sour. And she explains why turning down a multimillion-pound offer for her chain of holiday parks was the best decision she ever made. As direct and to-the-point on the page as she is in the Den, Deborah Meaden is a superbly clear-sighted and experienced observer of business success, and her book is guaranteed both to inform and inspire.

In this book: Brought to you by the UK's leading small business

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website Startups.co.uk." **Need a hand to get your business up and running? If you're looking for a practical guide to help you start a business, Start Your Own Business 2013, is the book for you. Covering each stage of starting up - from evaluating your business idea to marketing your product or service - this annually updated handbook includes the latest information on support and legal regulations for small businesses, plus advice on taking advantage of today's economic conditions. Whether you're looking to start up a cleaning business, set up as a freelancer, go into property development or start an eBay venture, you'll uncover the expert advice you need to succeed. Inside you'll find practical pointers and first-hand business insight from successful start-ups and top entrepreneurs including easyjet's Stelios and Betfair's Andrew Black. Find**

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out how to: Turn an idea into a viable business Write an effective business plan Raise finance for your start-up Deal with regulations and laws Price products or services competitively Find and retain customers Market your business on a budget Hire the best employees . Other books in the Startups.co.uk series: Books on the following subjects are available from the Startups.co.uk series: Startups: Online Business, Startups: Bright Marketing, Startups: How to Start a Successful Business.

The world of work is changing dramatically and jobs for life have become a thing of the past. Even people moving up the corporate ladder are questioning their choices and considering new possibilities, such as work/life balance or portfolio working. If you want to take charge of your career but don't

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know where to start, change can feel unobtainable - a pipe dream. This action-oriented and pragmatic book will help you overcome the barriers to deciding on a career and changing career, giving you a proven roadmap to achieve your goals. Taking Charge of Your Career will lead you step-by-step through the process of building your career strategy and making it happen. Full of exercises and self-assessment tools to help you make the right choices, it also includes real-life stories of successful career changers.

Wake Up and Change Your Life

Start a Business for £99

the star of Dragon's Den shares her secrets of success

Yes! You Can Start Your Own Business

How To Be Smart With Your Time

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My Story from Brick Lane to Dragons' Den Start Your Own Business 2013

At 30, Duncan Bannatyne had no money and was enjoying life on the beaches of Jersey. He saw a story of someone who had made himself a millionaire, and decided to do the same. Five years later he had done it, and now he is worth £ 168 million. In this remarkable book, Bannatyne relives his colourful path to riches, from ice cream salesman to multi-millionaire, explaining how anyone could take the same route as he did - if they really want to. Hugely articulate, and with numerous fascinating and revealing stories to tell, this is an autobiography and a business book unlike any other - but then Bannatyne isn't like any other businessman, either.

There are tremendous personal benefits to realizing and integrating the shadow part of the personality. When we can look at the "disowned

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parts of ourselves," we release a great deal of energy that can be used for creative expression. Dancing in the Dragon's Den is a practical self-help book that can open up your life in ways you have not yet dreamed of. Bane talks to you directly-she is warm, friendly, and supportive as she outlines the process.

A SUNDAY TIMES BESTSELLER! 'Determined, focused and full of heart - this book encapsulates all that has made Sara Davies the powerhouse she is.' Giovanna Fletcher From student halls to Dragons Den (and now Strictly Come Dancing!), this is Sara Davies MBE's story of building her multi-million-pound business from scratch and why we can all make it big. ----- Sara Davies is the queen of crafts. Whilst working as an intern in a small company, Sara noticed a gap in the industry and decided to pursue it. By the time she left university, she was running a business with a half million-pound

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turnover from her student bedroom. When she became the youngest of BBC 1's iconic Dragons, that turnover was £ 25 million. Today, she is one of Britain's biggest business names. In her first book - as full of warmth, wit and wisdom as she is - Sara shares what it took to get there: from manning factories overnight with her mam and dad to hitting the trade shows of Las Vegas alone, armed with little more than ambition and passion. *We Can All Make It* chronicles everything from what she looks for in a business investment to how she manages to find time to enjoy family life while running an empire. From the buzz of witnessing your latest product sell out, dancing the cha cha as you broadcast live to 96 million American homes, thriving after lockdown to being at the head of the biggest tables, Sara's unique storytelling answers all the questions for women in business today. Praise for Sara Davies 'A business whizz' - Radio Times 'A brilliant read.' Steph McGovern

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'Page-turning, inspiring' - Gethin Jones 'She is amazing!' - Alison Hammond 'Energy, focus, commitment: she's relentless!' - Peter Jones
So you want to be a great mum and, ideally, a rich one too? Welcome to Million Pound Mum. This range of books offers constructive advice on how to start a business, still be a great mum and have fun while doing it. Packed with practical information, top tips and the experiences of mums who have successfully started their own companies - some of whom have reached the Million Pound Mum goal and others who are well on the way. Written in a clear, easy style, this book has all the tools you need to become a Million Pound Mum.

Start Your Business in 7 Days

Turn Your Idea Into a Life-Changing Success

How to Start a Creative Business - A Glossary of Over 130 Terms for Creative Entrepreneurs

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What you really need to know about business
From Small Business to SME and Beyond
Taking Charge of Your Career
The Entrepreneurial Adventure

From the ABC hit show "Shark Tank," this book-filled with practical advice and introductions from the Sharks themselves-will be the ultimate resource for anyone thinking about starting a business or growing the one they have. Full of tips for navigating the confusing world of entrepreneurship, the book will intersperse words of wisdom with inspirational stories from the show. Throughout the book, readers will learn how

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to: Determine whether they're compatible with the life of a small business owner, shape a marketable idea and craft a business model around it, plan for a launch, run a business without breaking the bank (or burning themselves out), create a growth plan that will help them handle and harness success, and pitch an idea or business plan like a pro. Responding to the fans' curiosity about past show contestants, readers will also find approximately 10 "Where Are They Now" boxes in which they learn what happened to some of the most asked-about and/or most popular guests ever to try their luck in front of the

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Sharks—and what they learned in the process. Robert Herjavec has lived the classic “rags to riches” story, from having \$20 in his pocket to starting up technology companies worth hundreds of millions of dollars. Now the star of television’s Dragons’ Den and Shark Tank, this son of Croatian immigrants earned his incredible wealth by overcoming the odds with hard work and determination. On television, Herjavec bankrolls the best inventions and shoots down the best of intentions. Now, he’s sharing his hard-won wisdom in one of the most inspirational business books of recent times. In Driven,

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Herjavec shares the secrets that took him from his job waiting tables to growing his nascent technology company into a world-class conglomerate, The Herjavec Group. Herjavec's principles are as valuable in the living room as they are in the boardroom. Anyone can succeed, on their own terms, by following his sage but simple advice—if they're willing to take chances, to take control of their own future and to stay true to their own visions. A step-by-step approach to winning over investors with a solid business plan A comprehensive business plan, based on a concept that has been feasibility tested and

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for which a sales and marketing strategy is in place, is where the rubber meets the road for the entrepreneur and the investor. The Dragons' Den Guide to Investor-Ready Business Plans is designed to show the entrepreneur how to create a business plan that will get an investor's attention—and money. Case studies from Canadian and US businesses and stories of entrepreneurs who appeared on the Dragons' Den illustrate the key ideas and themes. Helps entrepreneurs face the reality of what they are trying to achieve Encourages readers to focus heavily on testing their business concept first, before they invest

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valuable time and resources in a slow-growth or no-growth business idea The current economic environment is forcing many people to start businesses to supplement their income or replace a lost job. But don't let emotion trump method. The Dragon's Den Guide offers your step-by-step approach to preparing yourself for the harsh but rewarding world of small business ownership. Learn how to be a success from the business lessons of the Dragons and the financial advice of Evan Davis. Britain's best loved business brains –Duncan Bannatyne, Deborah Meaden, Peter Jones, Theo Paphitis, and

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Richard Farleigh along with economics expert Evan Davis—divulge the secrets of their success in this essential read. Joining them is James Caan, the new Dragon who will be part of the team in the new season of the television show. James is a multi-millionaire businessman and entrepreneur. Dragons' Den is packed with advice, whether you want to perfect your pitching skills, develop an idea or make more money. The Dragons will look at what's become of the entrepreneurs who entered the Dragons' Den. Some went away emptyhanded but have since become successful. Others won the backing of the Dragons but

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failed to make their dream come true. The Dragons will show you what should have been done, what should have happened next, and how you too could win their backing and become a business success. This is much more than a TV series companion. It is a solid business read with never-before-heard advice and experiences from the Dragons own business ventures. At last, we'll find out how they became millionaires and their rules for success. This is a unique, accessible ,and useful business read straight from the Dragons' Den.

Success from Pitch to Profit

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The Dragon's Den

We Can All Make It

Tycoon

Time Away from the Norm

Be Your Own Career Coach

How to Be Smart with Your Time

Work for yourself in just one week with Britain's most dynamic entrepreneur 'Everybody wants to be an entrepreneur. Every single day of my life I am bombarded by people with pitches. But 90% of new businesses fail, because their founders failed to ask themselves the simplest of questions. I can save you years of wasted time and thousands of pounds of was

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money by giving you the ammunition to ask the right questions, and helping you make the decision that is right for you. I will show you how to spend a maximum of seven days deciding if your idea is workable and bankable. How to say 'I'm in', but equally importantly, to have the courage to say 'I'm out'. How to become your own Dragon. Each piece of advice in this book is based on my thirty years of starting businesses. You will find all the fundamental ingredients for any new company, whatever sector you want to be in, whatever size of business you have in mind, along with the tools to make it work. Answer all the tough questions I am going

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to get you to ask yourself and you will have a business that genuinely has a chance of success. You can be one of the 10% of businesses that do make it.' - James Caan

James Caan is one of the UK's most successful and dynamic entrepreneurs, having built and sold businesses since 1985. After dropping out of school at sixteen and starting his first business in a Pall Mall broom cupboard - armed with little more than charm and his father's advice - Caan went on to make his fortune in the recruitment industry, founding the Alexander Mann Group, a company with a turnover of £130m. A 2003 graduate of Harvard Business School, Caan's most

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recent endeavour has been to set up private equity firm Hamilton Bradshaw. Caan hit our screens when he joined the panel of the BBC's Dragons' Den in 2007. He is a regular in the national and business press, advises on various Government programmes, and initiates numerous philanthropic projects via the James Caan Foundation.

My Story